

The dynamic role of open, Linux-based architectures in today's mobile world

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OMAP™ products

Wireless business unit

Texas Instruments Incorporated (TI)

What we'll cover today

“Innovation is the whim of an elite before it becomes a **need** of the public.”

Ludwig von Mises



- Infinite possibilities on the Linux road ahead
- Why "open" is important in today's competitive landscape
- TI's unwavering support of the Linux community
- Technologies that will help fully deliver the Linux promise
- OMAP™ processors' role in fast, cold, cool Linux designs
- Wildly exciting innovation, thanks to a new animal in the TI family
- Wrap up, call to action, questions

Infinite possibilities with Linux!



How do we get there?



“pen” is key to...

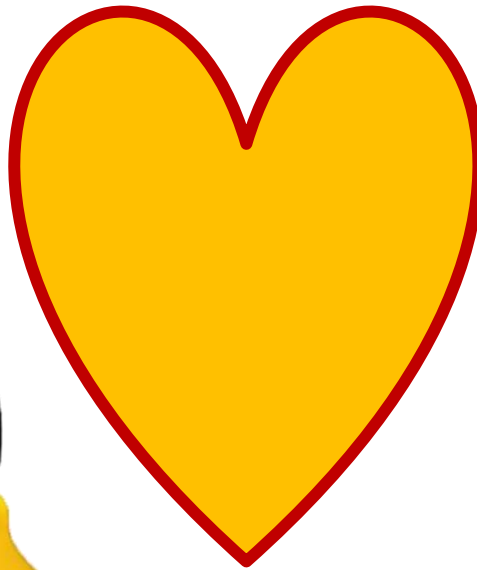
- Increased innovation
- Faster time to market
- Higher-quality products
- Differentiated solutions that span all markets
- More brain power behind the industry's hottest advancements
- New community collaboration, enabled by current-generation hardware

Committing and acting

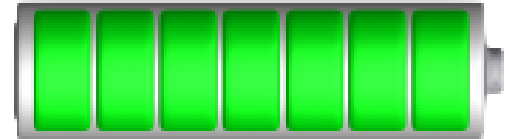


- Restructured organization to focus on “**openness**”
- **Dedicated** team, committed to and focused on Linux kernel work
- Building **open** platforms and foundations
- Enabling **access** to technical documentation
- Contributing to Linux-OMAP to develop an **exciting** technology leveraging TI platforms

Supporting the full Linux promise



Ultra processing performance



Frugal power requirements



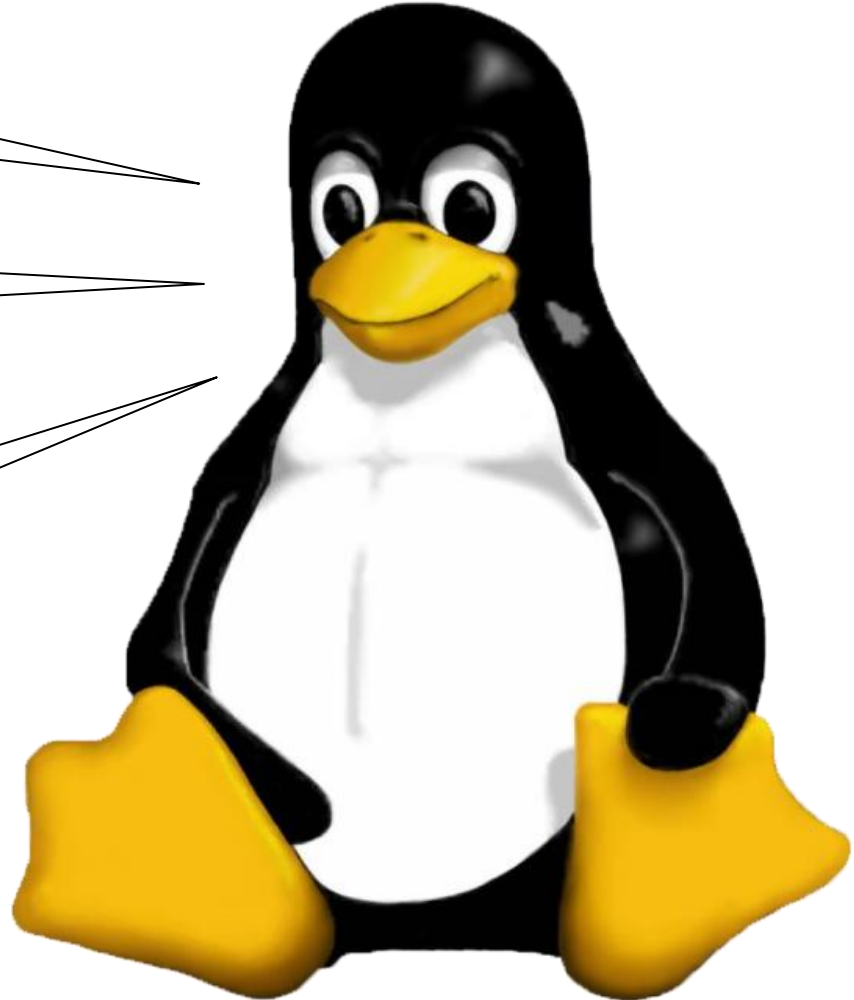
Complete flexibility

With TI's OMAP 4 processors, Linux is:

FAST!

COLD !

COOL!



With TI OMAP 4 processors, Linux is...



...fast!



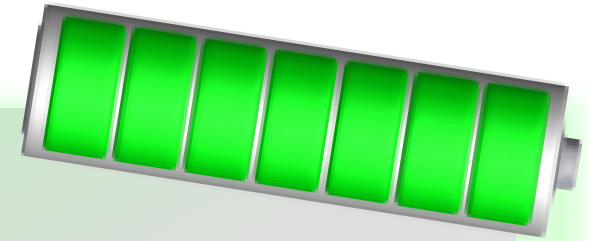
Laptop MPU performance, with 1.5GHz Cortex-A9 SMP dual-core capabilities:

- **Set-top-box quality video playback, up to 1080p60 fps**
- **DSC/Camcorder multimedia performance**
 - **20+ Mpix**
 - **Full HD H264 w/ SloMo**
- **Handled 3D gaming console UXP**

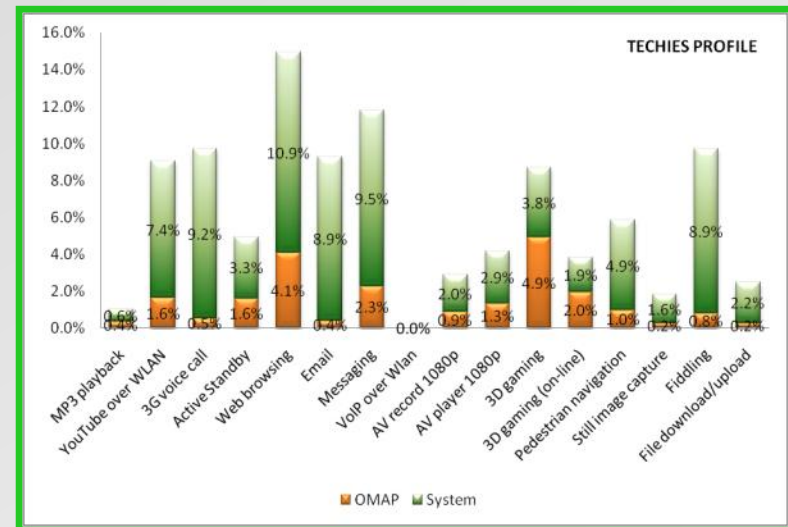
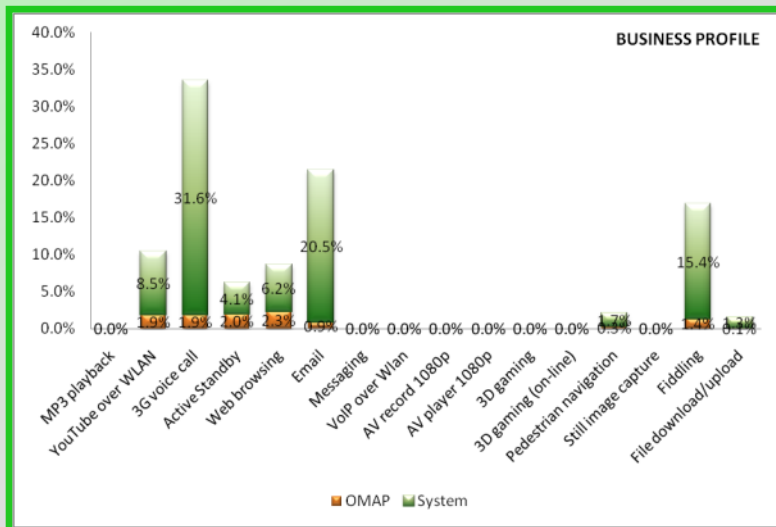
With TI OMAP 4 processors, Linux is...



...cold!



- All capabilities driven in a very tiny power budget
- Large panel of power reduction/power savings software/hardware techniques
- Global power optimization approach from real user profiles



Source: Internal TI modeling tool

With TI OMAP 4 processors, Linux is...



...cool!



Passport for innovation !

- **NUI (Natural User Interface) with advanced gesture recognition**
- **S3D video and gaming applications**
- **Cool connected cloud applications**

Innovation *everywhere!*

- **In your pocket with Smartphones**
- **In your car renewing driving experience**
- **In your living-room with SmartTVs**

Developing specific codes



Collaborating



- Infrastructure supports incorporation of **worldwide talent**
- **Ecosystem** developed to engage with and support experts in various fields
- Extended solutions portfolio through technical **partnerships**

Engaging and enabling

Higher learning support

- France, India, U.S.
- Basic, advanced Linux **training**
- **Hands-on** projects assistance
- Introduction to expertise during **local facility tours**



Board member

- **Easing** Linux development challenges
- **Creating** tools to remove complexity
- **Speeding** project development



Sponsoring open source community development boards and supporting related community projects



Media & Storage App Development
(OMAP-L138 processor)



General Application Development
(OMAP3530 processor)



Video App Development
(DM355 & DM355 processors)

Announcing...PandaBoard!

\$174



pandaboard

Introducing the world's first open,
OMAP™ 4 processor-based mobile
software development platform

- Dual-core performance, SMP support, open source foundation, community-driven support
- Ideal for development and enhancement of mobile platforms and products
- First-time access to ARM® Cortex™-A9 processors on an open development board
- Low-cost access to OMAP 4 processor's low-power, rich multimedia capabilities
- Out-of-the-box 1080p, WLAN, *Bluetooth*® technology features and more!

Project Name

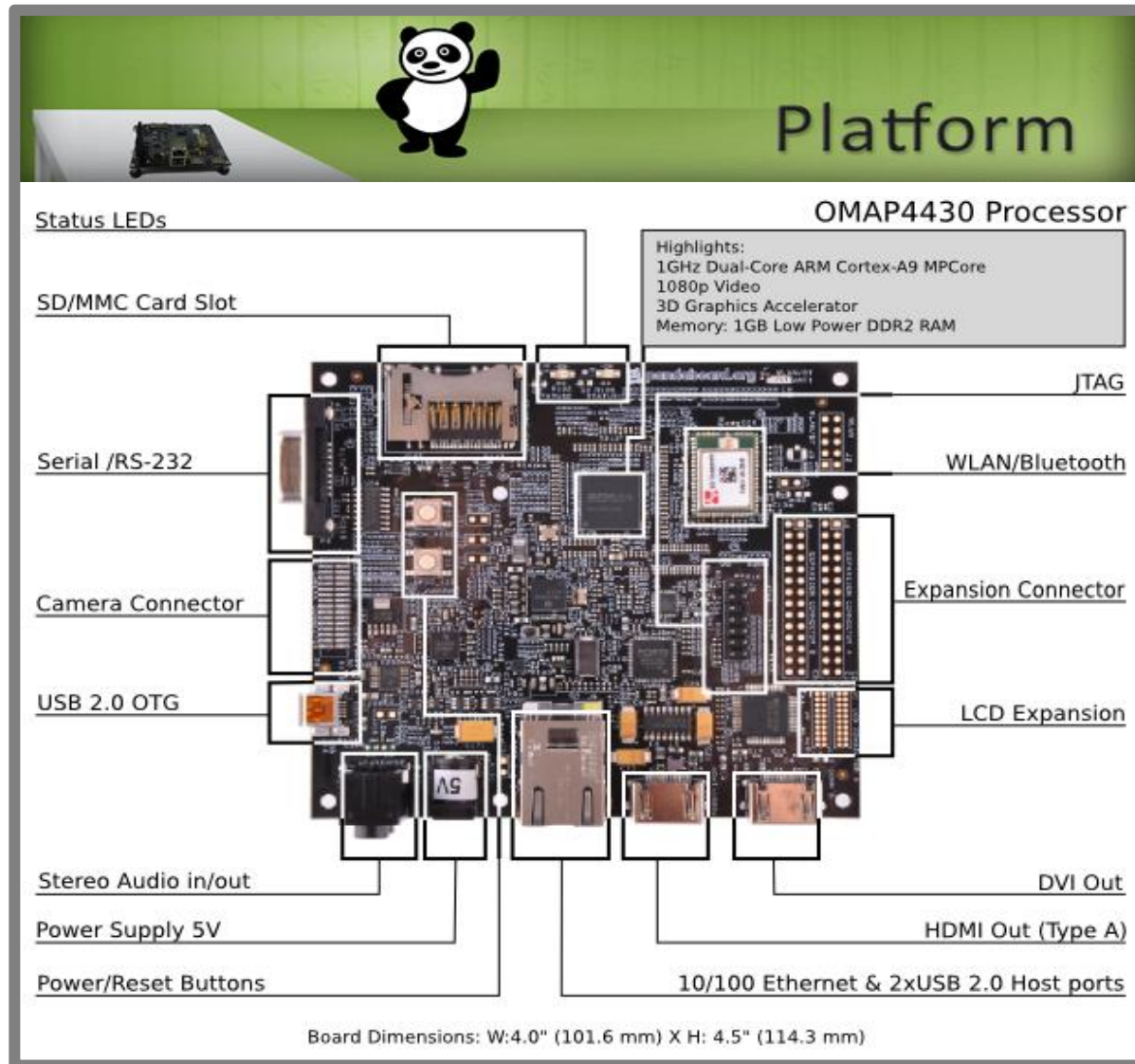
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| | |
|--|---------------------|
| Wireless sniffer Application on PANDA using wl1271 | 1 day 1 hour ago |
| Gentoo Linux support | 3 days 17 hours ago |
| MeeGo on PandaBoard | 3 days 17 hours ago |
| GeeXboX | 3 days 19 hours ago |
| OpenBricks | 3 days 19 hours ago |
| Pandroid | 4 weeks 3 days ago |
| Ubuntu on PandaBoard | 4 weeks 3 days ago |

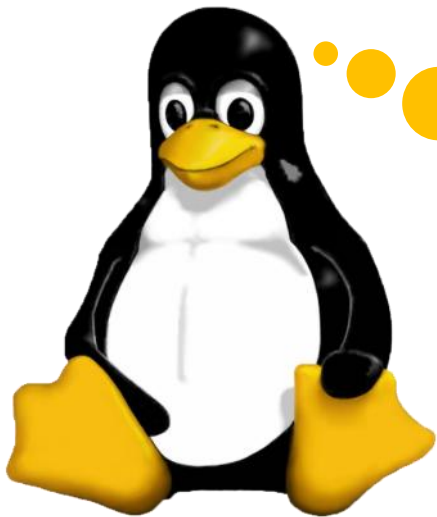
It's all about community!



What makes PandaBoard unique



TI: Enabling the Linux future, *today*



Linux-based designs
are starting to usher
in natural user
interfaces!

Touchless gesturing



Stereoscopic 3D



Multi-display support



Interactive projection



Wrap up, call to action: *Remain pragmatic*

All the pieces are in place for
you to bring Linux-based
innovations to market **faster!**



- There are infinite possibilities on the open Linux road ahead
- TI can help you achieve success with Linux-based designs
- PandaBoard is available today as another example of our support



**Together, we bridge the worlds of innovation and
openness!**

Thank you for joining me!

